

Claims

We claim:

5 1. A method for use in tracking the actions of an Internet user, the method comprising:

 loading data from a transaction log of an Internet server into a database system, where the data includes an entry for each request to the Internet server, including information identifying which user submitted the request and information identifying the
10 time at which the request was received; and

 selecting from the data all entries associated with a particular user and corresponding to a single session of that user.

 2. The method of claim 1, where the step of selecting includes selecting entries with
15 time stamps lying in a predetermined range.

 3. The method of claim 1, where the step of selecting includes comparing time stamps of entries and selecting each entry for which the time stamp differs from the time stamp of another entry by less than a predetermined amount.
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 4. The method of claim 3, where the step of selecting includes selecting each entry for which the time stamp differs from the time stamp of another entry by less than 30 minutes.

25 5. The method of claim 1, also including sorting the selected entries chronologically to reconstruct the user's clickstream.

6. A computer program, stored on a tangible storage medium, for use in tracking the actions of an Internet user, the program comprising executable instructions that cause a computer to:

load data from a transaction log of an Internet server into a database system, where
5 the data includes an entry for each request to the Internet server, including information identifying which user submitted the request and information identifying the time at which the request was received; and

select from the data all entries associated with a particular user and corresponding to a single session of that user.

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7. The program of claim 6, where, in selecting entries, the computer selects entries with time stamps lying in a predetermined range.

8. The program of claim 6, where, in selecting entries, the computer compares time
15 stamps of entries and selects each entry for which the time stamp differs from the time stamp of another entry by less than a predetermined amount.

9. The program of claim 8, where, in selecting entries, the computer selects each
20 entry for which the time stamp differs from the time stamp of another entry by less than 30 minutes.

10. The program of claim 6, where the computer also sorts the selected entries chronologically to reconstruct the user's clickstream.

11. A database system comprising:

one or more data-storage facilities for use in storing data received from a transaction log of an Internet server computer, where the data includes an entry for each request to the Internet server computer, including information identifying which user
5 submitted the request and information identifying the time at which the request was received; and

one or more processing modules configured to manage the data stored in the data-storage facilities; and

a database-management component configured to select from the data all entries
10 associated with a particular user and corresponding to a single session of that user.

12. The system of claim 11, where the database-management component is configured to select entries with time stamps lying in a predetermined range.

13. The system of claim 11, where the database-management component is configured to compare time stamps of entries and to select each entry for which the time stamp differs from the time stamp of another entry by less than a predetermined amount.
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14. The system of claim 13, where the database-management component is configured to select each entry for which the time stamp differs from the time stamp of another entry by less than 30 minutes.
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15. The system of claim 11, where the database-management component is configured to sort the selected entries chronologically to reconstruct the user's clickstream.
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